

## Recommended Strategy: Workplace Support

### Currently happening (contact info)

National healthcare reform leg. Now requires businesses with more than 50 employees to provide space/time for working mothers to express milk

LWOK CHI-BEST grant convened small businesses and provided education and guidelines w/ assessment tool from HRSA Toolkit –  
Contact: Megan Sitz, DCHD/WIC

HRSA toolkit available to use everywhere

Worksite Wellness – Jessica Davies with PPHD

Workplace Policies supporting mothers returning to work (DHHS, LLCHD, etc)

NU breastfeeding rooms

Lincoln/Lanc. city/county employees are allowed through city code? – supervisor – 1 pump available

Many private businesses in Lincoln have formal or informal company policies (State Farm, Pfizer, etc. – See Linda Henning)

Medicaid has eliminated pumps for return to work as of Dec. 1

University childcare at UNL – Childcare employees with their own children - Jaci Foged (assistant director)

Survey with businesses re: barriers to go out next week (Diana Roberts/Lea Pound)

NMA – rec. legislation for 2011 Unicameral

WIC providing breast pumps

## Recommended Strategy: Peer and Professional Support

### Currently happening (contact info)

LWOK CHI-BEST grant and Alegent Health fund 8 WIC sites with Peer mentors for primary underserved populations Contact: Lora Marshbanks, DHCD/WIC

Alegent has lactation consultants

Laura Wilwerding, resident training Peds – Creighton, UNMC

Day-long resident BF ed conf. (AAP grant)

Biannual Olson Center conference

Kathy Leeper, trains LMEP residents in YR2 with a one week rotation

NMA- Child Obesity Prevention Project, Tami Frank

AH – BF support groups with lactation counseling – also support groups through WIC

Recent certified lactation counselor training in Fremont had 63 participants (23 awarded scholarships through BEST grant)

Foster Healthy Weight in Youth clinical resources – Holly Dingman

Statewide WIC Peer Counseling Program Contact – Juliann Boyle, WIC – currently available in 11 local agencies

NE Breastfeeding Coalition

Lactation Classes – Sidney Memorial Hospital, Gordon Hospital, BBGH, Chadron Hospital, St. E's

La Leche League across state (peer to peer) (Sara Furr- also at MilkWorks)

MilkWorks a model in Lincoln for a nonprofit

LLCHD – public health nurses and Healthy Homes

**Doula** group in Lincoln

Education in OB & Peds office on importance of BF – Contact: Aliceann Christy, VNA, Lactation Consultant and Tom Tonniges, MD, BF Champion Boys Town

## **Recommended Strategy: Maternity Care Practices**

**Currently happening (contact info)**

Home Visitation- 27 across the state – Theresa Hilton and Becky Raymond

New ACA home visitation funding – includes BF to be addressed

Prenatal and postpartum classes

Lactation consultants in hospitals (which?)

Live Well Omaha Kids – CHI-BEST (BF Ed., Maternity Support & Training) – has addressed care practices, hospital policy by convening maternal care staff to set certain standards for city-wide care: rooming-in, staff ed., skin-to-skin, etc. – Contact: Meghan Sitz, DHCD/WIC

Bryan-LGH, Omaha Methodist - baby-friendly

Include NICU's for bf promotion

JCAHO regulations – breastfeeding exclusivity added to parameters

**Recommended Strategy: Public Acceptance****Currently happening (contact info)**

NMA Policy – BF legislation proposal – contact: Tami Frank

Well-received 2010 State Fair lactation room - sponsored by NE BF coalition - contact: Jane Miller

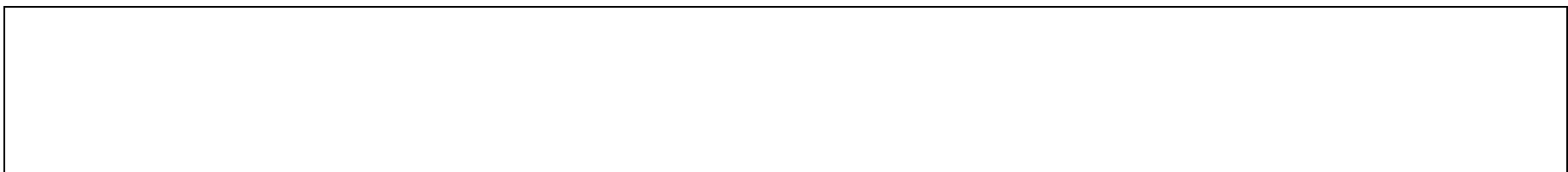
Union Bank room for public use

Medela text – locate bf friendly to nurse or pump

Grand Island WIC's billboards

New call to Action from Surgeon General to increase breastfeeding exclusivity and duration

Widely distribute You Tube video forwarded in MilkWorks email



## Recommended Strategy: Educating Mothers

Currently happening with contacts
MilkWorks community breastfeeding center (website <a href="http://www.milkworks.org">www.milkworks.org</a> )
NE BF Coalition Website and Facebook page
Healthy Mothers, Healthy Babies hotline – will answer BF questions (DHHS) - contact: Paula Eureka
WIC – Title V– Text 4 Baby initiative Kathy Blanke, DCHD/WIC – text for baby messages in all WIC clinics
University child Care Center – Jaci Foged (assistant director)
Social Marketing Campaign - Alegent Health funding – to begin in 2011 Contact: Lea Pounds
Medela Text messaging
Healthy Homes in Lincoln
Prenatal classes in hospitals
LaLeche League
PHN in Lincoln

## Recommended Strategy: Professional Education

Currently Happening (Contact info)
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January 2011 – all day conference for physicians (primary care residents) – Lincoln and Omaha both invited

Lactation consultants and Dr. Leeper fax reports on every mom

Academy of Breastfeeding Medicine – evidence-based protocols for physicians ([bfmed.org](http://bfmed.org))

WIC BF core competency training for all WIC staff

St. E's yearly BF workshop

Olsen Center – biannual conference

MilkWorks family practice residents

Dr. Wilwerding developed a breastfeeding curriculum (from AAP) for UNMC

Video for distribution to OBs re: prenatal visits

Karla Lester – bf webinar for med professionals

WIC staff – many attended certified lactation counselor 40 your training program in Oct. 2010.